

ROAD RACING GETS BEST RESULTS FOR MAKERS AND PUBLIC

Cars Severely Tested on
Highways, Which Are
Preferable to Tracks.

Automobile road racing is in many respects the most satisfactory sort of contest, both from the spectators' and the manufacturers' standpoints, say those who closely follow the trend of automobile construction. In the first place, road racing puts the cars to test under conditions which thousands of automobiles are meeting every day on American highways.

Of course, this does not mean that the average car owner gets up to a speed of 80 to 90 miles an hour, but the conditions the average owner meets daily are exaggerated to the extreme limit. In this sort of racing average highways in a country community are picked out and oiled and guarded, while professional drivers subject the stock cars to a strain at least 100 times more severe than the private owners ever will.

Must Stand Test.

Obviously, if a car stands up under a test of that kind it must be one that will fulfill anything that private owners may put it to. Some private owners may get up to a speed of 50 to 60 miles an hour, but no private owner ever has gone, nor will try to go, 500 miles at the rate of more than 60 miles an hour.

Racing of this sort, therefore, has a definite and important object. It shows what the automobile's state of perfection is, and it demonstrates the standard of perfection reached by certain cars.

No Test On Tracks.

Automobile racing on converted horse tracks is not racing at all. High-powered automobiles are too fast for those tracks, and events held on them come contests between drivers. The one who is the most foolhardy, or keeps his wits the best in handling his machine—keeping it going fast enough, but not too fast—is the winner. Such racing is no test of high-powered machines, although it may afford some amusement to spectators. On the highway racing course, however, there is a test for both the driver and car. No driver can win with a poor car, and no car with a poor driver can win.

The driver must use his head on the turns, in passing his rivals, in saving his tires and getting the best speed that is in the car on the fast straightaways. The car that responds to his every touch and wish, the car that is flexible in tight places and fast as lightning when speed is wanted, completes the combination of good driver and good car.

Highway racing every foot of the roadway is different from every other foot. The turns are not all the same. As the race progresses the constant wear and tear of the cars on the road brings new conditions almost every lap, and these bring new problems which the driver must solve while he is going at the rate of eighty or ninety miles an hour.

Luck a Factor.

The element of luck must not be lost sight of in a race of this kind. Two cars may be evenly matched. The drivers may be alike in ability and daring as two peas. But somehow, somewhere, something may happen to one, through no fault of his own, and utterly beyond his power of avoidance, that will steal victory from him and give it to his rival.

To meet emergencies the racing crews are keyed to the highest pitch. Every exigency that can be thought of in advance is guarded against. The racing pits are equipped with everything that the cars or drivers need during the race, and so fine the system of the crews, cars, and pits has been developed that the misplacement of a wrench or other tool may decide the race.

It is easy to realize the excitement and enthusiasm of a vast audience at a closely contested race carried on under these conditions.

Presidential Year Not Affecting Motor Sales

That Presidential uncertainties are not affecting general prosperity to any great extent is shown by the remarkable demand for the best grade of motor carriages and also for commercial trucks.

The Packard Motor Car Company in the two weeks ending July 31, shipped 25 cars whose total value was \$1,275,000, cars leaving the factory at the rate of twenty a day. Fifty-six trucks were sent out in the same time, their value being \$186,000.

Because of this urgent demand for vehicles, officers of the Packard Motor Car Company are convinced that the general situation is sound and are providing for an increased output in the early fall.

Prominent Dealer



CHARLES KLOPPMEYER,
Secretary-Treasurer and General Manager of the Warren Motor Sales Company.

FORMER FOOTBALL STAR BREAKS INTO AUTOMOBILE GAME

Charles Kloppmeyer, Former
M. A. C. Player, Is Secretary of Warren Co.

A man prominent in football circles has broken into the automobile game. He is Charles Kloppmeyer, who was a star on the Maryland Agricultural College eleven several years, and who is now secretary-treasurer and general manager of the Warren Motor Sales Company. Associated with him in the company are Dr. J. W. Brady, who is president of the concern, D. C. Richardson, who was formerly with the Warren Motor Company, in Detroit, is the sales manager, while Henry Rutke, from the same factory, has charge of the service department.

Mr. Kloppmeyer has some original ideas he will put into effect and it is expected the Warren will figure prominently in all contests that may be staged in Washington during the coming season.

Goodyear Employees Own Big Part of Factory

"Nine-tenths of the Goodyear Tire and Rubber Company, Akron, Ohio, is owned by men who are employed in the business," says F. A. Seiberling, president of the company. "These men who are devoting all their time and their best thought to promoting the success of the company have brought Goodyear to a foremost position in the rubber world."

"Another fact," continues Mr. Seiberling, "is that nearly 200 stockholders of the Goodyear Company are men in the factory and salesmen scattered all over the commercial field. These men, while working for the best interests of the company, are also working for their own personal interests. Every man in the company's employ—no matter his position—is eligible to this ownership if he makes good and proves his quality. The position of ownership—distinctive of Goodyear—makes the company's position impregnable."

"In 1904, the Goodyear Tire and Rubber Company, working against seven competitors in the field, did about 1 1/2 per cent of the tire business in the United States. Today the company is doing 25 per cent of the tire business, or, in other words, equips one of every four cars manufactured in America."

Buys First Overland.

W. W. Trew has the distinction of being the first Washington motorist to secure a 1912 model Overland touring car. The machine was delivered to him this week by the Overland-Washington Motor Company.

PRESENT SEASON HAS BEEN AMONG BEST FOR TOURING

Motoring Is Presenting Full-
est Attractions to Lovers
of Sport.

Balmy days, blue sky, and waving foliage bring the motorist enthusiasm which is quite irresistible.

Loving the out-of-doors and ever welcoming the changes of scenery the automobile tourist may be found driving over the country highways in great numbers during the present season. Summer in its full glory is on, a more perfect summer for touring than this section has known in years, and the sport of motoring is presenting the fullest attractions to the seekers for sunshine and exhilarating air.

Now that it has become a fixed custom for motorists to go from place to place during the warmer seasons and also because of the varying changes of temperature, the question of the woman's motor outfit is most serious, both from the point of view of expense and the time and thought required to provide garments that will be appropriate for cool days as well as hot, for rainy days as well as sunny periods, and above all for the many intermediate occasions when a medium weight fabric is essential to comfort.

A very popular garment for summer wear is a motor frock of dotted dark blue and white foulard strictly tailored, with a belt of patent leather, while another popular costume which is much fancied is of navy blue tussah royal. A full cape accompanies the frock and buttons with two rows of silver buttons. The cape is the same length as the skirt and has a high turnover collar faced with a rich shade of golden brown.

There is strong tendency for white costumes among the well-dressed motor women. This is essentially a white season, and every motorist should have at least one white wool frock. The frock surface white woollens, corduroy, and broadcloths are in great demand and are universally becoming and attractive. Homespun and serge and the new whip cord are especially good. The newest cloth is called the "New York Tweed." It is extremely popular for tailored one-piece costumes and motor coats. It is a soft material, light of weight, rough in texture, with a hairy surface. It looks considerably like the fashionable agate cloth.

For motor traveling foulard is an ideal material and makes a very practical gown for hard wear. The heavier qualities of pongee, tussah, and rajah are very satisfactory for motor frocks. The natural pongee color, a darker shade and a bright shade of khaki are very smart and popular at the moment. In hats becoming little shapes, whose brims droop at first, but roll back a little at the edges. The roll may be the same all around or more pronounced at the sides and back than in front or in evidence only across the front. All of these shapes seem to be popular, and are admirable motor hats. There are also the wider drooping or flopping brims, and many of the Tyrol soft shapes in straw, with a wide brim, and come in rough braid, trimmed in severe fashion, with some little brush or bow.

Panama hats are shown in far greater variety of shapes than ever before, and the soft, silken velours will be worn all the season round. One may be purchased now and worn all summer, substituting it later with different models.

Judging from the number of materials of which they are made and the beauty of their form and decorative scheme, scarves for the fair automobilist will rival in richness the accessories for those fine toilets which were once supposed to belong to gowns worn upon state occasions when a coach was the mode of conveyance. Old-fashioned designs in heavy shades of rose and gold and similarly beautiful blendings of colors are shown in the new scarves. Cloth or velvet boots, either with the soft computer, or composed entirely of same material, are those most used for automobile wear, as they are exceedingly comfortable. The former have the medium heels and large buttons.

The new dust coats are very attractive. They are mostly of plain tans and are colored linen collars and cuffs in green, blue, and other favorite colors. The models are on the loose order, similar to the ones so popular the past winter.

Advance Speed Limit.

The old town of Westmoreland, near Huntington, W. Va., has made a revolutionary step and fixed the speed limit within its borders at ninety miles an hour as a test of the new law. The reason for this ordinance is that lower speed limits are apt to be ignored.

Warren Car Turned Over Three Times on Hill

An employee of the Saskatchewan Auto Works, of Saskatoon, Saskatchewan, a Warren car and a northwest Canadian hill, were the principals in a recent accident. It was an accident that was rather exceptional in different particulars.

The employee of the automobile company had taken a Model 30 for a drive over the prairie. When the machine was about twelve miles from Saskatoon, it struck some soft prairie soil on the

side of a hill. One side of the machine sank and the car turned completely over three times.

The driver made his escape with a strained wrist, and when he examined his car the only breakages were in the spokes of the steering wheel, the upper part of the windshield, and the lining of the cover.

The car was righted and was brought back to Saskatoon on its own power. There was not even the loosening of the joints and bolts which one expects in any serious accident to a car.

A new steering wheel was put on and the car has been in livery work ever since.

Noted Racing Drivers Practice for Elgin Race

With the Elgin road races only one week off, interest in the events grows apace. The indications are the coming races will eclipse all former contests held on the Elgin circuit. Racing drivers and their retinue of mechanics have already begun to arrive at their quarters on or near the race course, and from now on practice will be begun in earnest.

With such stars as David Bruce-Brown, Ralph Mulford, Teddy Tottel, Erwin Bergdoll, Hugh Hughes, Len Zengel, and Charley Merz sizzling speed is bound to result.

District Adds Two More Cars to Fleet

Two more additions to the fleet of automobiles owned by the District Government were made this week when the Commercial Automobile and Supply Company was awarded the contract for furnishing two Studebaker "30" cars. One of the machines, a touring car, will be used by the surveyor's department, and the other, which has a panel body, will be used by the electrical department. Both cars were put in service this week.

No-Rim-Cut Tires—10% Oversize

The Human Side of Tires The Goodyear Code

After all, tire worth depends entirely on the men behind the tires. So today let us cover the human side—the ambitions and principles, the men and the methods, which underlie Goodyear tires.

Not in a personal way—not a boastful way. We wish simply to show, in these days of complaint, that Big Business may still be guided by The Golden Rule.

Complete Independence

We believe that active competition, better than anything else, insures justice to consumers.

It makes quality essential, compels fair prices, induces a square deal.

Under free competition the best man wins, and that's best for all concerned.

So we maintain complete independence. We have no trade alliances, no gentlemen's agreements. And consolidation, when proposed, has met our earnest opposition.

Even our patents are licensed to others, to avoid the slightest taint of monopoly.

Modest Capitalization

We believe that high cost of living is largely due to the enormous volume of watered stocks.

Fictitious capital, calling for dividends, compels prices out of reason.

So we have clung to modest capitalization, though this is the world's largest tire business. Not a dollar of water in our capital stock.

We count in our assets neither patents nor good will. We have no bonded debt.

Moderate Profits

We insist on moderate profits. Our eventual interests, we are sure, are best conserved in that way.

Our profit last year on No-Rim-Cut tires averaged 8 1/2 per cent. That's half the usual in a line like this.

A 6-Mile Factory Now Results Also Monarchy of Tiredom

Do ideals in business pay?
Let us note the result after 13 years. Goodyear tires now far outsell every other tire. The sales have doubled six times over in the past three years. They double now once in eight months.

Trade came like a flood as soon as men became acquainted with these tires. Now a monthly output of 100,000 fails to keep pace with the call.

Few business stories ever told compare with the Goodyear story.

Factory Growth

Our original factory had 36,000 square feet. Our additions for the year 1912 alone will total 560,000 square feet.

When these additions are completed they will give us a total of 1,600,000 square feet.

Figure what this means. Were the factory fifty feet wide, and one story high, it would be over six miles long.

Goodyear Popularity

Our monthly sales now just about equal our year's sales in the year 1909.

Last year's output for the first six months was 186,307 automobile tires. This year's output, for the same six months, came to 485,983 tires.

This has largely come about through what motorists said about Goodyear tires and methods. Those are eloquent figures to answer the question, "Do ideals in business pay?"

How It Came About

The ablest men we could find have, for 13 years, worked to perfect these tires.

Years ago, in our factory, they built a tire-testing machine. This machine wears out four tires at a time, under all sorts of road conditions.

On this machine they have tested over 200 fabrics, and some 40 formulas for treads.

Every method and process has been here brought to the ultimate test of mileage.

New ideas have been constantly compared with the old. Rival tires have been compared with our own.

Every question that came up has been answered only by the mileage test.

After 13 years of that sort of comparison we have brought Goodyear tires pretty close to finality.

Rim-Cutting Ended Completely

Then some of our experts took up the rim-cutting question. They examined thousands of ruined tires, of nearly every make. And they found among all the clincher tires that 23 per cent were rim-cut.

Then a tire was invented to make rim-cutting impossible. It is known as the Goodyear No-Rim-Cut tire.

These tires now outsell every other tire made. They are used today on tens of thousands of cars. Yet never has one been rim-cut.

By this invention alone we wiped out for tire users about 23 per cent of their tire upkeep.

Saving Blow-Outs

At the same time our experts took up the question of blow-outs, due to overloaded tires.

GOODYEAR
AKRON, OHIO

No-Rim-Cut Tires
With or Without Non-Skid Treads

THE GOODYEAR TIRE & RUBBER COMPANY, AKRON, OHIO

(This Company has no connection whatever with any other rubber concern which uses the Goodyear name)

Washington Branch, 1016 14th St. N. W.
Telephone Main 2016

No-Rim-Cut Tires—10% Oversize

Insure Your Automobile Now \$1,000 for \$5.00

Tomorrow may be too late. We offer a straight fire policy minus all frills. You are afforded protection on your car anywhere in the United States or Canada. You pay only \$5 the \$1,000, from now until December 31, 1912, because there are no commissions—\$12 per \$1,000 per year. This is about half what other companies charge, but you can get it only by dealing with this, the home office. Write, phone or call.

Commercial Fire Insurance Company of the District of Columbia

Largest Fire Insurance Company in Washington

Southern Building—Telephone Main 6,475

Paid-up Capital, \$277,710

Assets, \$442,000

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200,000 Users

There are not less than 200,000 motorists now using Goodyear tires. Wherever we have made a careful count—at shows and in showrooms—every third car is equipped with them.

This year, 127 leading motor car makers contracted for Goodyear tires. Over 100,000 cars of the 1912 models were equipped at the factory with them. That is the present situation, with 25 competitors making tires.

Now Goodyear sales are doubling every eight months. They are twelve times larger than three years ago.

Judge for yourself what conditions will be when all men know these tires.

The Goodyear Tire Book—based on 13 years of tire making—is filled with facts you should know. Ask us to mail it to you.

Goodyear pneumatic tires are guaranteed when filled with air at the recommended pressure. When filled with any substitute for air our guarantee is withdrawn.